



partnering for process control

Company Contact:

Dror David, Chief Financial Officer
Nova Measuring Instruments Ltd.
Tel: 972-8-938-7505
E-mail: info@nova.co.il
<http://www.nova.co.il>

Investor Relations Contacts:

Ehud Helft / Kenny Green
CCG Investor Relations
Tel: +1-646-201-9246
E-mail: nova@ccgisrael.com

***Nova Measuring Instruments to Open NASDAQ
and Hold Analyst Event in New York on January 10, 2011***

Opening-bell ceremony at 9:30am followed by an analyst brunch at 10:30am

REHOVOT, Israel, December 16, 2010 - Nova Measuring Instruments Ltd. (NASDAQ: NVMI), provider of leading-edge stand-alone metrology and the market leader of integrated metrology solutions to the semiconductor process control market, today announced that its CEO, Mr. Gabi Seligsohn and its Chairman of the Board of Directors, Dr. Michael Brunstein together with Nova's management team, will preside over the NASDAQ Opening Bell ceremony on January 10, 2011.

The proceedings will begin at 8:30am, with the opening ceremony taking place at 9:30am at the NASDAQ MarketSite, Times Square, New York. A live webcast of the ceremony will be available at: http://www.nasdaq.com/reference/marketsite_about.stm, by viewing the MarketSite Webcam.

Following the ceremony, from 10:30am to 1pm, management will host an analyst brunch for investors, analysts and business partners at the Renaissance Hotel at Two Times Square (714 Seventh Avenue near West 48th Street), New York.

The event will provide an opportunity to meet all the key members of management, and will also feature a key-note presentation by Mr. Risto Puhakka, President of VLSI Research, a leading industry analyst, discussing current industry trends and opportunities.

Investors or analysts interested in attending should contact the Investor Relations team at Nova Measuring Instruments.

About Nova: Nova Measuring Instruments Ltd. develops, produces and markets advanced integrated and stand alone metrology solutions for the semiconductor manufacturing industry. Nova is traded on the NASDAQ & TASE under the symbol NVMI. The Company's website is www.nova.co.il.

